

## Remarks/Arguments

### I. Response to Rejections under 35 USC § 103

At page 2, item 3 of the Office Action, claims 18-19, 22, and 24-25 are rejected under 35 USC§103(a) as being unpatentable over “Clark” (US Patent number 6,511,731) in view of “Van Valer” (US published patent application 20020145614). The Applicants respectfully traverse this rejection since Van Valer teaches away from Clark.

In Clark, an optical disk label and method are disclosed. In Clark, graphics material can be placed on the labels 10A, 10B, and 10C to occupy the area over the hole at the center of the CD.

In Van Valer, a browser-based system providing methodology for labeling pf photo-compact discs with a photo-facsimile table of contents is disclosed. However, as it regards the notion of printing the graphical material on the area covering the hole (the center) of the optical disc, Van Valer teaches against this notion. For example, at page 6, beginning at lines 3, Van Valer discloses:

“The CD 300 includes a **maximum printable area**, defined by the disc's surface area ( $\text{Pi}(r_{\text{disc}})^2$ ) remaining after **excluding** the surface area of the hole/hub ( $\text{Pi}(r_{\text{hub}})^2$ ) in the CD's center, together with applicable print margins. Based on the **maximum printable area**, one or more album titles (e.g., album title 350) may be printed on the CD. Each album title may be the existing album title at the photo Web site or the user may have modified it for saving on the CD. In the CD illustrated in FIG. 3, four personalized album titles are shown; however, the number that may actually be printed is only **limited by the maximum printable area.**” [Boldface added].

Thus, Van Valer specifically excludes the CD's center as part of the print area. Van Valer very clearly states that the discs maximum printing area **does not include the center of the CD.**

Thus, because Van Valer excludes the center as usable printing area, the Applicants respectfully assert that the combination of Van Valer and Clark are improper. Since Clark teaches printing at the center area, and Valer excludes this

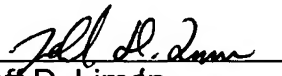
area from the "maximum printable area", the Applicants assert that these references are not a proper combination.

Accordingly, the Applicants respectfully requests that the Examiner withdraw all rejections to the claims and pass this application onto allowance.

**II. Additional Fees:**

It is not believed that additional fees are due at this time; however, if any additional fee is required in connection with the filing of this Amendment, please charge the fee to Deposit Account No. 08-2025.

Respectfully Submitted,  
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